

LEO BURNETT, U.S.A.

**1974**



More than two of every three additional cigarette sales you made last year were Philip Morris brands

In 1974, Philip Morris' total gain was more than twice that of the rest of the industry combined.

Growth like this means extra sales and profits for every Convenience Store operator who keeps Philip Morris brands in stock at every location, all the time.

"How's the score?" for '78:  
Gulf Breeze

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Philip Morris

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The Profit Makers come from **Philip Morris USA**

